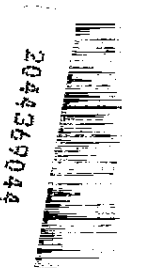
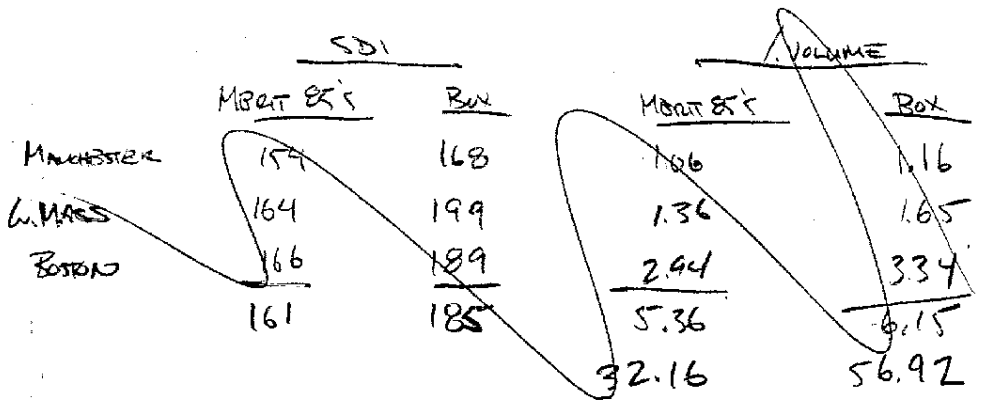
MERIT BOX
SELECT MARKET LIST

I. OPPORTUNITY MARKETS (BOX SDI > 90 ; BOX SDI > MERIT KINGS SDI)

% POPULATION		SDI Merit 85's	SDI Box	% VOLUME Merit 85's	% VOLUME Box
.46	Corpus Christi	55	102	.10	.18
.67	Jacksonville	57	96	.32	.54
5.80	Los Angeles	62	171	3.43	9.46
.47	Fresno	67	204	.24	.72
1.33	Tampa	68	96	.77	1.09
.92	San Diego	72	159	.41	.91
.43	Hawaii	73	115	.29	.45
1.27	Sacramento	74	169	.85	1.94
1.83	Miami	75	146	1.19	2.33
1.90	Houston	77	125	1.37	2.24
.76	Orlando	78	121	1.09	1.69
1.26	New Orleans	79	117	1.04	1.53
3.77	Chicago	84	93	3.03	3.63
2.75	San Francisco	91	164	2.04	3.68
23.52	SUB-TOTAL	72	157	16.17	30.39
7.67	METRO NEW YORK	106	225	7.39	15.66
3.22	PHILADELPHIA	115	168	3.24	4.72
.58	MANCHESTER	154	168	1.06	1.16
.63	W. MASS	164	199	1.36	1.65
1.91	BOSTON	166	189	2.94	6.15
(19)	SUB-TOTAL	141	190	15.99	26.53
	TOTAL	90	166	32.16%	56.92%



Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0004



II OTHER BOX = MARKETS (SDI > 90)

% POPULATION		SDI MBRLT 85's	SDI BOX	% VOLUME MBRLT 85's	% VOLUME BOX
1.90	MINNESOTA	205	128	3.2	2.03
.70	RICHMOND	198	99	1.62	.81
.74	ALBANY	172	133	.78	.61
.42	RI	163	165	1.08	1.09
1.02	HARTFORD	162	168	1.41	1.46
.55	PORTLAND, ME	127	111	.61	.53
.72	SYRACUSE	118	95	1.31	1.06
.68	SCRANTON	118	116	.78	.77
.58	TIDEWATER	116	92	.62	.49
3.34	BALT/WASH	111	102	3.86	3.54
.44	LK. CHARLES	110	108	.50	.49
	TOTAL	145	120	15.82	12.88

SUMMARY

	# MKTS	AVG. SDI'S MBRLT 85's	AVG. SDI'S BOX	% VOLUME MBRLT 85's	% VOLUME BOX	% POPULATION
I OPPORTUNITY	19	90	166	32.16 %	56.92 %	37.53
II OTHER BOX	11	145	120	15.82 %	12.88 %	11.09
TOTAL	30	110	149	47.98 %	69.80 %	48.62

2044369045

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0004

"Rock Market Houston TX

Brand Merit (B)

FILE
MERIT BOX

Item	RD	SSM	SRO	SHA	AM 4	AMMS 1	DM 5	APM 1	G/E 33	Tot	asd	P
Letterhead	10 10	10 10	10 20	10 10	100 400	10 10	50 250	10 10	—	720		
Trade/PP Folder	10 10	10 10	10 20	10 10	100 400	10 10	50 250	10 10	10 330	1050		
Retail Flyer	—	—	—	—	200 800	—	—	—	—	800		
Circular	10 10	10 10	10 10	10 10	100 400	10 10	50 250	10 10	—	710		
Fact Sheet						10 10				10		

Tide Water Va

	2	2	2	2	2	2	3	1	18			
Letterhead	20	20	20	20	200	20	150	10	—	460		
Trade/PP Folder	20	20	20	20	200	20	150	10	180	640		
Retail Flyer	—	—	—	—	200	—	—	—	—	200		
Circular	20	20	20	20	200	20	150	10	—	460		
Fact Sheet	—	—	—	—	—	20				20		

2044367046

Total Mg. Materials (Rock Market)

Letterhead	1180	1500	Land 10's
Trade/PP Folder	1690	1900	Land 10's
Retail Flyer	1,000	1200	Land 10's
Circular (H)	710	900	Land 10's
Circular (T)	460	650	Land 10's
Fact Sheet (H)	10	50	Land 10's
Fact Sheet (T)	10	50	Land 10's

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0004

Brand - Merit

Item	VRB	SSM	SRO	SHA	AM	AMMS.	DM	APM	S/R	Tot	and	P
	—	—	—	—	—	40	40	40	60			
30 Pack s/s (V)						120	320	80	3,060	3580	5,000	Ind 20's
						40	40	40	60			
20 Pack s/s (H)						120	320	80	3,060	3580	5,000	Ind 20's
							20					
Leg D. Hedder						List	160		List		3500	Ind 10's
						100	100	100	200			
Merit - Card						300	800	200	10,200	11500	15,000	Ind 50's
						100	100	100	200			
Shelf Talker						300	800	200	10,200	11,500	15,000	Ind 100's
							100	100	150			
Large Poster						—	800	200	7,650	8650	10,000	Tot 50's
						100	100	100	150			
Sm. Poster						300	800	200	7,650	8950	11,000	Tot 50's
8 Cham Pack.						List			List		300	Tot 5's
12 " Pack.						List			List		500	Tot 5's
						4	4	4	12			
Wood Grain Label						12	32	8	612	664	Boosh	Individ
						4	4	4	8			
Pack Label						12	32	8	408	460	600sh	Individ
						4	4	4	8			
Carton Label						12	32	8	408	460	600sh	Individ
6' overhead Header										98	125	Individ
8' " Header										29	50	Individ
16 Cham Pack M											500	Tot 5's

2044369047

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0004

MANPOWER
Tidewater, VA.

DIVISION (3)
24-01-00
31-04-00
31-07-00

SR's (18)
24-01-01
02
04
06
07
08
09

31-04-06
31-07-05

ADM's (1)
24-01-31

RD (2)
20-00-00
30-00-00

SHA's (2)
24-76-00
31-76-00

AMMS's (2)
24-61-00
31-61-00

SSM's (2)
24-00-00
31-00-00

SRO's (2)
24-71-00
31-72-00

AM's (2)
24-21-00
31-25-00

TOTAL MANPOWER = 34

2044359048

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0004

MANPOWER
Houston, TX

DIVISION (5)
53-01-00
53-02-00
53-03-00
53-07-00
53-09-00

SR's (33)
53-01-01 thru 09
53-02-01
02
03
06
53-03-01 thru 08
53-07-01 " 06
53-09-01 " 06

ADM's (1)
53-01-31

RD (1)
50-00-00

SHA's (1)
53-76-00

AMMS's (1)
53-61

SSM's (1)
53-00-00

SRO's (2)
53-71-00
53-72-00

AM's (4)
53-22-00
53-23-00
53-26-00
53-27-00

TOTAL MANPOWER = 49

2044369049

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0004